Amendment to the Claims:

This listing of claims will replace all prior versions, and listing of claims in the application.

Listing of Claims:

Claims 1-24 (cancelled)

Claim 25 (not entered)

Claim 26 (previously presented): A method for visually transmitting auxiliary data from a monitor of a computer system to a hand-held device, the hand-held device comprising an optical detector, the method comprising:

manipulating the hand-held device so that the optical detector of the device is oriented toward the monitor;

selectively initiating the execution of an application program available on the computer system that displays a visual image on the monitor that broadcasts the auxiliary data from the visual image as a result of the use of the computer system by a user of the hand-held device;

receiving the auxiliary data on the hand-held device via the optical detector;

processing the auxiliary data on the hand-held device; and

providing promotional opportunities to the user of the hand-held device from reception and processing of the auxiliary data.

Claim 27 (previously presented): The method of claim 26 further comprising storing the application program on the computer system in the form of a dynamic link library.

#865991.02   2   BEST AVAILABLE COPY

Claims 28-30 (cancelled)

Claim 31 (previously presented): An electronic multi-use card for the redemption of promotional opportunities, said electronic multi-use card comprising:

a microprocessor embedded in the card;

memory electronically connected to the microprocessor;

visual display electronically connected to the microprocessor and the memory;

a photodetector, said photodetector being electronically connected to the microprocessor and the memory, the photodetector being capable of detecting light from a conventional bar code scanner; and

laser detection hardware electronically connected to the microprocessor.

Claims 32-48 (cancelled)

Claim 49 (previously presented): The card of claim 31, wherein the laser detection hardware is an electronic/optical circuit.

Claim 50 (previously presented): The card of claim 49, wherein the electronic/optical circuit comprises optical filters, a load resistor, a microprocessor trigger and a phototransistor.

Claim 51 (previously presented): The card of claim 50, wherein the optical filters comprise a neutral density optical filter and a red bandpass filter.

#865991.02   3

Claim 52 (previously presented): The method of claim 26, further comprising selecting an application program that acts independently of the configuration of the computer system.

Claim 53 (previously presented): The method of claim 52, further comprising calculating on the computer system the horizontal frequency of the computer monitor to determine how to broadcast the auxiliary data.

Claim 54 (previously presented): A method of engaging a user during an event, the event being a non-advertisement video program, the method comprising:

encoding information regarding the event as auxiliary data in a video signal, the auxiliary data being nonaudible data;

broadcasting the video signal containing the auxiliary data during the event;

receiving the auxiliary data on a hand-held device, the hand-held device comprising a receiver;

decoding the auxiliary data on the hand-held device; and

presenting the user with the information regarding the event on the hand-held device.

Claim 55 (previously presented): The method of claim 54, further comprising selecting a sporting event as the event.

BEST AVAILABLE COPY

Claim 56 (previously presented): The method of claim 55, further comprising selecting real time statistics as the information regarding the event.

Claim 57 (previously presented): The method of claim 55, further comprising selecting trivia as the information regarding the event.

Claim 58 (previously presented): The method of claim 55, further comprising selecting information regarding a player in the sporting event as the information regarding the event.

Claim 59 (previously presented): The method of claim 54, further comprising selecting a concert or other special presentation as the event.

Claim 60 (previously presented): The method of claim 59, further comprising selecting from the group of names of one or more performers, a set list, venue location, venue history as the information regarding the event.

Claim 61 (previously presented): The method of claim 59, further comprising selecting an opportunity to purchase a song or an album of one or more performers participating in the event based on the information received regarding the event.

Claim 62 (previously presented): The method of claim 61, further comprising purchasing the song or the album by use of the hand-held device.

#865991.02   5

Claim 63 (previously presented): The method of claim 59, further comprising selecting an Internet address as the information regarding the event.

Claim 64 (previously presented): The method of claim 59, further comprising selecting text of a speech as the information regarding the event.

Claim 65 (previously presented): The method of claim 54, further comprising

selecting a request for input from the user as the information regarding the event; and

responding on the hand-held device to the request for input.

Claim 66 (previously presented): The method of claim 65, further comprising selectively providing one or more points or credit for responding on the hand-held device to the request for input.

Claim 67 (previously presented): The method of claim 66, further comprising providing recognition, a prize or an option to play a future game to the user when the user has achieved a sufficiently high performance level based on receipt of the one or more points or credit.

Claim 68 (previously presented): The method of claim 54, further comprising selecting the event as a participatory game.

Claim 69 (previously presented): The method of claim 68, further comprising rewarding the user of the hand-held device for receiving the auxiliary data.

#865991.02   6   BEST AVAILABLE COPY

Claim 70 (previously presented): The method of claim 68, further comprising:

responding to the information regarding the participatory game on the hand-held device; and

rewarding the user of the hand-held device for responding to the information regarding the participatory game.

Claim 71 (previously presented): The method of claim 54, further comprising selecting a hand-held device that simulates other objects, vehicles, personalities or devices to suggest to the user the manner in which the hand-held device is to be used.

Claim 72 (previously presented): The method of claim 54, further comprising selecting a hand-held device that simulates other objects, vehicles, personalities or devices to suggest to convey the user with a special feeling, sense or associate with the event or an aspect of the event.

Claim 73 (previously presented): A method for providing a promotional opportunity to a user of a hand held device comprising:

encoding a video signal with an electronic coupon, the electronic coupon comprising coupon data, additional text describing the coupon, and a numeric code to be entered at a point of sale (POS);

broadcasting the encoded video signal;

receiving the encoded video signal on a hand-held device, the
hand-held device comprising a microprocessor, a receiver
electrically coupled to the microprocessor, laser detection
hardware electrically coupled to the microprocessor, a redeem
button electrically coupled to the microprocessor and a serial
number embedded within the hand-held device;

decoding the encoded video signal on the hand-held device to
recover the electronic coupon;

transporting the hand held device to a POS, the POS having the
POS system; the POS system comprising a bar code scanner being
capable of emitting scanning laser light;

pressing the redeem button and orienting the laser detection
hardware to the bar code reader of the POS system within an
allotted time;

detecting the scanning laser light on the hand-held device with
the laser detection hardware;

obtaining another code from the hand-held device at the POS as a
result of detecting the scanning laser light on the hand-held
device with the laser detection hardware, the another code
representing the serial number of the hand-held device;

entering at least the another code into the POS system; and

applying the electronic coupon to an order by the user of the
hand-held device.

#865991.02   8

Claim 74 (previously presented): The method of claim 73 further comprising presenting the user with coupon information on the hand-held device from having decoded the coupon data.

Claim 75 (previously presented): The method of claim 74 further comprising selecting from requirements, valid dates, valid POS locations as the coupon information.

Claim 76 (previously presented): The method of claim 73 further comprising identifying the electronic coupon to be redeemed at the POS.

Claim 77 (previously presented): The method of claim 74 further comprising selecting approximately one minute as the allotted time.

Claim 78 (previously presented): The method of claim 74 further comprising selecting a special code generated as a combination of the numeric code and the serial code.

Claim 79 (previously presented): The method of claim 74 further comprising erasing the electronic coupon within a certain time after presenting the another code on the hand held device.

Claim 80 (previously presented): The method of claim 74 further comprising selecting an electronic/optical circuit as the laser detection hardware.

Claim 81 (previously presented): The method of claim 80 further comprising selecting optical filters, a load

#865991.02   9

resistor, a microprocessor trigger and a phototransistor as
the electronic/optical circuit.

Claim 82 (previously presented): The method of claim 81
further comprising selecting a neutral density optical
filter and a red bandpass filter as the optical filters.

#865991.02

10